

TOURISM DIVISION



Tourism notes

Lewis and Clark items for sale

Capital Trophy – Attn: Marinda Bender
405 N. Fourth St., Bismarck, ND 58501
701-223-5670 or 800-906-5670

E-mail: ctrophy@btinet.net

Lewis & Clark Bicentennial products
available from Capital Trophy:

- Travel mug
- Metal cup
- Glass tumbler
- Shot glass
- Travel Journal
- Pull-apart keyholder (gold tone & silver tone)
- Brass Pocket compass
- Fliptop compass
- Natural Cedar Pencil
- Rosewood Pen
- Rosewood pen set

CI Apparel – Amy Hanson
6 Broadway, Fargo, ND 58102
701-239-5956 or 800-233-4759

E-mail: AmyH@creativeimprintz.com

Lewis & Clark Bicentennial products
available from CI Apparel:

- Sweatshirts
- Hooded Sweatshirts
- Jackets
- Windbreakers
- T-shirts
- Polos
- Denim Shirts
- Fleece vests/microfiber vest
- Caps
- Blankets
- Media bag/brief bags
- Youth & Toddler sweatshirts
- Youth & Toddler t-shirts
- Infant rompers/fleece bubble

Pure Water Plus
PO Box 366, Mandan, ND 58554
701-663-6401 (Tony)
701-223-7336 (Larry)
or FAX: 701-663-6402 or 701-222-3084
Lewis & Clark Bicentennial product
available from Pure Water Plus:
20 oz. Bottled water



The Mercury Award, presented annually at the ESTO convention, recognizes outstanding efforts in international travel marketing. It rests this year at North Dakota Tourism.

Award-winning effort

Tourism Division receives marketing recognition

North Dakota Tourism's efforts in the international traveling market received recognition at the annual ESTO (Educational Seminar for Tourism Organizations) convention in Portland, Ore.

The Mercury Award recognizes outstanding promotional efforts. North Dakota Tourism was chosen for its Lewis and Clark Direct Mail Box. The box, sent to 250 international tour operators – and 250 domestic tour operators – contained a variety of North Dakota products presented in a way that increased awareness of the state's role in the Lewis and Clark Trail and convinced international tour operators to consider North Dakota a travel destination.

Tour operators said the tie to locally

produced food and Lewis and Clark's experiences in North Dakota set the piece apart from those submitted by other states and provided a different perspective of North Dakota as a destination. As a result, tour operators were sold on the state for future tours. In addition, the display attracted attention from media interested in traveling the trail and reporting on their trips in travel and trade publications.

North Dakota Tourism officials were pleased with the results of the marketing effort.

"It is very rewarding knowing that North Dakota was selected for an award that had very competitive entries from other states as well," said Marcia Slag, International Marketing Coordinator for North Dakota Tourism. "Our enthusiasm for the state definitely showed in this entry and set us apart."

Although the piece was targeted at international markets, it also was used for domestic group travel.



Slag

– Scooter Pursley

CANDISC ride celebrates anniversary

"Decade of Discovery" was the theme to this year's CANDISC (Cycling Around North Dakota in Sakakawea Country) ride. And that's what 300-plus bike riders from 30 states and two Canadian provinces did – discover the natural treasures of North Dakota and genuine hospitality of its residents.

During the first week of August, over 300 riders and family support members enjoyed the scenery of northwestern North Dakota as they cycled in the seven-day event. From the start at Fort Stevenson State Park, through the communities of Makoti, Stanley, Ray, Crosby, Bowbells, Burlington and back to Garrison, it was a ride to remember.

Of course, a couple of days of headwinds and some light rain showers were part of the trip, but those challenges did not overshadow the great opportunity to enjoy the beauty of the wide-open spaces.



CANDISC bikers from 30 states and two Canadian provinces camped one night in Stanley. Riders were treated to North Dakota hospitality throughout the event.

Such an event always has a wealth of great stories, like a convenience store employee allowing a cyclist and spouse – total strangers to the employee – to use his vehicle to travel to the nearest hospital in another town.

Or the story about the residents of Bowbells being hospitable and creative when hot showers were unavailable at the school. They put out red, white and blue balloons at their homes indicating places for cyclists to stop by for showers. Add to that the numerous rest stops manned by church youth and ladies groups, local 4-H clubs, and private families

Mountain biking at Fort Ransom

Fort Ransom State Park was the site of a mountain bike outing Aug. 24.

It was a great day for attending seminars on choosing the right bike and basic riding skills and maintenance to riding the chairlift at Bears Den and biking down the hill.

Exploring the trails at Fort Ransom from the seat of a mountain bike provides the opportunity to experience terrain unlike anywhere else in the state. If you have not been to the park, take a weekend to experience the Sheyenne River Valley Scenic Byway on your way to the park and enjoy the trails.

and you have an indication of what true North Dakota hospitality is all about.

Sixty percent of the cyclists were from out-of-state. Many cyclists spoke of their delight of cycling in North Dakota and their desire to return with their entire family. Hats off to the volunteer committee and support crew from Garrison, especially ride coordinator Dick Messerly and chief porta pottie guru and support person Jim Fisher.

Next year's ride is in the planning stages, but it promises to be another great week of seeing the sights and enjoying the friendliness and spirit of our state – all at a slower pace.

– Mark Zimmerman

Film Guide available

Get a grip.

Now you can, and we can show you where to find one. It's right there in the new North Dakota Film Production Guide.

The guide, produced by the North Dakota Film Commission and North Dakota Tourism Division, is a quick reference piece sent to people in the film and television industry.



States and Canada team up to form tourism partnership

North Dakota recently partnered with the states of South Dakota and Minnesota and the province of Manitoba to form "2 Nation Tours" to promote multi-state/province vacations.

The partnership was formed by legislators from the four jurisdictions after discussion in their first meeting in May of 2001. The legislators meet on a yearly basis to discuss issues related to tourism, energy, flood mitigation, agriculture harmonization and animal health and food safety.

North Dakota, South Dakota, Minnesota and Manitoba, as "2 Nation Tours," are taking a cooperative marketing approach by developing a marketing plan that includes itinerary development, tour operator targeting, promotional material development, direct mail programs, Web site development and trade show promotions.

– Marcia Slag

International interest remains high

The Division of Tourism, along with private sector partners, will be hosting two international familiarization tours for six days this September.

The first group consists of media from various areas of Sweden. They will write about their experiences in North Dakota.

The second group consists of tour operators from Norway, Finland and Denmark. They will be here to get a better understanding of the product North Dakota

has to offer.

Bringing in tours from the Nordic countries is a result of the significant interest we are seeing from the tour operators and media, as well as the airlines that fly into our region.

The tours will experience things such as ranch vacations, Theodore Roosevelt National Park, Medora Musical, United Tribes International Pow Wow, and a portion of the Lewis and Clark Trail.

– Marcia Slag